

the delivery station comprising a processor and a plurality of processor peripheral places, the processor controlling the delivery of data with the processor being operatively connected to one of the plurality of processor peripheral places for communicating instructions and data between the one of the plurality of processor peripheral places and the processor, and with each of the plurality of processor peripheral places being capable of delivering output comprising at least one of video, audio, heat, cold, a physical movement, a mark, a record, a recording, a telephonic communication, a physical element, a received programming signal, and an expression of subscriber desire; the third station being one of:

- (1) a transmitter station;
- (2) a receiver station; and
- (3) a remote data collection station;

the method comprising the steps of:

preparing a product for presentation, with the presentation comprising delivering a physical element and outputting a programming datum;

outputting mass medium programming at the delivery station, the mass medium programming containing an offer of the product;

inputting a command, the command comprising one of;

- (1) a human reaction to the programming; and
- (2) a computer input; and

transmitting an order from the delivery station;

transmitting to the delivery station instructions for presenting the product; and

delivering the product at the delivery station.

97. (New Claim) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, the method comprising the steps of:

receiving the television programming at an origination station ;

transmitting the television programming and a signal from the origination station to the intermediate transmitter station;

receiving the television programming and the signal at the intermediate transmitter station;

detecting the signal at the intermediate transmitter station;

selecting a transmission time and a transmission channel for transmitting the television programming from the intermediate transmitter station based on the signal;

transmitting the television programming from the intermediate transmitter station to the receiver station at the selected transmission time and over the selected transmission channel;

receiving at the receiver station the transmitted television programming;

generating, under computer control, a user specific output at the receiver station, the user specific output being related to the received television programming; and

outputting a user specific presentation at the receiver station comprising the received television programming and the generated user specific output.

98. (New Claim) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, the method comprising the steps of:

receiving the television programming at an origination station ;

transmitting the television programming and a plurality of signals from the origination station to the intermediate transmitter station;

receiving at the intermediate transmitter station the television programming and the plurality of signals;

transmitting the television programming from the intermediate transmitter station to the receiver station based upon at least one of the plurality of signals received at the intermediate transmitter station;

receiving at the receiver station the transmitted television programming and the at least one of the plurality of signals;

outputting on an output device at the receiver station the received television programming;

generating, under computer control, a user specific output at the receiver station, the user specific output being related to the received television programming; and

outputting the generated user specific output on the output device based upon the received at least one of the plurality of signals, thereby to output a presentation comprising the television programming and the generated user specific output.

99. (New Claim) The method of claim 98, wherein the step of outputting the generated user specific output includes outputting the generated user specific output on the output device in response to the received at least one of the plurality of signals, thereby to output a presentation comprising the television programming and the generated user specific output.

100. (New Claim) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, the method comprising the steps of:

receiving the television programming at at least one origination station ;

transmitting the television programming and a plurality of signals from the at least one origination station to the intermediate transmitter station;

receiving at the intermediate transmitter station the television programming and the plurality of signals;

transmitting the television programming and at least one of the plurality of signals from the intermediate transmitter station to the receiver station based upon the at least one of the plurality of signals received at the intermediate transmitter station;

receiving at the receiver station the transmitted television programming and the at least one of the plurality of signals;

outputting on an output device at the receiver station the received television programming;

receiving and storing data at the receiver station;

generating, under computer control and based upon the stored data, a user specific output at the receiver station, the user specific output being related to the received television programming; and

outputting the generated user specific output on the output device in response to the at least one of the plurality of signals, thereby to output a coordinated presentation comprising the television programming and the generated user specific output.

101. (New Claim) The method of claim 100, wherein the step of receiving and storing data includes:
 querying a remote source;
 receiving the data from the remote source in response to the query; and
 storing the received data at the receiver station.

102. (New Claim) The method of claim 101, wherein the data is transmitted from the at least origination station, the intermediate transmitter station receives and retransmits the data, and the receiver station detects the data in a signal received from the intermediate transmitter station.

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103. (New Claim) The method of claim 100, further comprising the step of logging the transmission of the television programming and the at least one of the plurality of signals from the intermediate transmitter station to the receiver station.

104. (New Claim) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, the method comprising the steps of:

 receiving the television programming at an origination station ;
 transmitting the television programming, a first signal and a second signal from the origination station to the intermediate transmitter station;
 storing a programming schedule at the intermediate transmitter station;
 receiving at the intermediate transmitter station the television programming, the first signal and the second signal;
 detecting the first signal and the second signal;

comparing the first signal to the programming schedule;
transmitting the television programming and the second signal from the intermediate transmitter station to the receiver station according to the programming schedule based on the step of comparing;
receiving at the receiver station the transmitted television programming and the second signal;
outputting on an output device at the receiver station the received television programming;
receiving and storing data at the receiver station;
generating, under computer control and based upon the stored data, a computer generated output at the receiver station, the computer generated output being related to the received television programming; and
outputting the computer generated output on the output device based upon the second signal, thereby to output a coordinated presentation comprising the television programming and the computer generated output.

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105. (New Claim) The method of claim 104, wherein the step of comparing comprises comparing the first signal to the programming schedule; the first signal comprising an identification signal identifying the television programming; the programming schedule comprising the identification signal, a transmission time and a transmission channel for transmitting the television programming.

106. (New Claim) The method of claim 105, wherein the programming schedule further comprises a designated time and a designated channel for the

intermediate transmitter station to receive the television programming from the origination station.

107. (New Claim) The method of claim 105, wherein the step of transmitting the television programming from the intermediate transmitter station comprises transmitting the television programming and the second signal from the intermediate transmitter station to the receiver station at the transmission time and on the transmission channel, according to the programming schedule based on the step of comparing.

108. (New Claim) The method of claim 104, wherein the computer generated output is user specific.

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109. (New Claim) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, the method comprising the steps of:

receiving the television programming at an origination station;
transmitting the television programming, a first signal and a second signal from the origination station to the intermediate transmitter station;
storing a programming schedule at the intermediate transmitter station;
receiving at the intermediate transmitter station the television programming, the first signal and the second signal ;
detecting the first signal at the intermediate transmitter station;
comparing the first signal to the programming schedule;

transmitting the television programming and the second signal from the intermediate transmitter station to the receiver station according to the programming schedule based on the step of comparing;

receiving at the receiver station the television programming and the second signal;

detecting the second signal at the receiver station;

outputting on an output device at the receiver station the television programming; and

performing, under computer control at the receiver station, a function in response to the second signal.

110. (New Claim) The method of claim 109, wherein the first signal and the second signal are embedded in the television programming.

111. (New Claim) The method of claim 109, wherein the function includes governing the receiver station environment.

112. (New Claim) The method of claim 109, wherein the function includes coordinating the delivery of information to supplement the television programming.

113. (New Claim) The method of claim 109, wherein the function includes storing data to evidence one of an availability, use, and usage of the television programming.

114. (New Claim) The method of claim 109, wherein the intermediate transmitter station transmits the first signal and the receiver station stores information contained in the first signal to evidence one of an availability of the second signal and a performance of the function.

115. (New Claim) The method of claim 109, wherein the television programming includes an incomplete video image and the function includes delivering information to complete the incomplete video image at a television display device.

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116. (New Claim) The method of claim 109, wherein the function includes processing a viewer response to information contained in the television programming.

117. (New Claim) The method of claim 109, wherein the function includes controlling a tuner to tune a receiver to receive television programming to one of precede and follow the television programming.

118. (New Claim) The method of claim 109, wherein the function includes communicating data to a remote data collection station.